BUSINESS, MARKETING, AND INFORMATION TECHNOLOGY EDUCATION

Indiana
State Approved Course
Titles and Descriptions

Indiana Department of Education
College and Career Readiness
151 West Ohio Street
Indianapolis, IN 46204

BUSINESS, MARKETING, AND INFORMATION TECHNOLOGY EDUCATION

Course content standards and performance expectations and Indiana Academic Standards integrated at: http://www.doe.in.gov/octe/bme/curriculum/contentstandards.htm

Teacher Requirements: http://www.doe.in.gov/educatorlicensing/pdf/AssignmentCode.pdf

Introduction

Business and industry surveys indicate that economic survival in the 21st century will demand that students know and understand both fundamental and technical concepts of business as well as possess the ability to execute these concepts in nearly any setting. All persons regardless of age, gender, and career aspirations, can benefit from participating in business education.

Today's global society challenges the talents and imaginations of Indiana's diverse student population. Like never before, they face a competitive environment that demands creative, innovative, market-driven solutions to new problems and new opportunities. Graduates of secondary and post-secondary schools must be prepared to understand the needs and demands of others, to analyze rapidly changing events, and to formulate responsive, rational, and proactive approaches to decision making.

Looking to the future and adjusting and adapting as innovations emerge, the business education curriculum has changed dramatically over the years and now parallels the practices being implemented in the business world both at home and abroad. As the explosion of technology began impacting businesses in an unprecedented manner, business education quickly adjusted the curriculum to follow suit. When American businesses began to expand their frontiers to include global transactions, business education began incorporating international content into the curriculum. Business education has never been a static, stationary discipline; rather, it is an emerging, expanding, and challenging field.

The mission of Business, Marketing, and Information Technology Education in Indiana is to work cooperatively with the business community to prepare all individuals to live and work as productive citizens in a changing global society by providing essential business experiences, education, and training. These experiences should actively engage students using instructional strategies that rely on the use of technology and practices that reflect current and emerging business procedures.

Today's men and women have unlimited career opportunities. The greater freedom of occupational choice for all individuals is having a marked effect on the Business, Marketing, and Information Technology Education curriculum. Few areas have changed curriculum, technology, directions, and equipment more than the Business, Marketing, and Information Technology Education area. In keeping pace with the challenges of a new frontier in business, great strides have been made in the development of a curriculum that will meet and challenge the needs of our diverse population as we continue to adapt to changes in the 21st Century.

Business Professionals of America (BPA)

BPA is conducted on regional, state, and national levels and tests competency in various areas of business/office occupations. The words "Business," "Professionals," and "America" define the focus of BPA. Business: the field for which we prepare our students; emphasizes that we educate our students to work efficiently, not only in an office setting, but also in a wide variety of business situations. Professionals: our students indicate they join BPA to take advantage of a wide variety of professional development opportunities. America: symbolizes pride in our country and its free enterprise business system. The Special Recognition Awards Program and the Torch Awards Program are open to

participation by all chapters and recognizes outstanding, actively involved members on the local, regional, state, and national levels.

DECA (An Association of Marketing Students)

DECA is a co-curricular, international youth organization with emphasis on developing civic consciousness, leadership skills, social intelligence, and vocational understanding within the student members. DECA offers a comprehensive program of competitive events that contribute to the development of skills necessary for careers in marketing, merchandising, management, and entrepreneurship. The DECA Competency-Based Competitive Events Program facilitates effective integration of DECA as an integral component of the total marketing education instructional program. Events are designed to enable students to engage in activities that will extend their interests and skills for careers in marketing and to measure, via performance indicators, the degree to which skills have already been acquired.

Future Business Leaders of America (FBLA)

FBLA-PBL is a dynamic organization of young people preparing for success as leaders in our businesses, government, and communities. This site was created to help current and prospective FBLA-PBL members find information about the association, its programs and services, and its members.

ACCOUNTING I
4524   *(ACC I)*

Accounting I is a business course that introduces the language of business using Generally Accepted Accounting Principles (GAAP) and procedures for proprietorships and partnerships using double-entry accounting. Emphasis is placed on accounting principles as they relate to both manual and automated financial systems. This course involves understanding, analyzing, and recording business transactions and preparing, analyzing, and interpreting financial reports as a basis for decision making. Instructional strategies should include the use of computers, projects, simulations, case studies, and business experiences requiring the application of accounting theories and principles.
- Recommended Grade Level: 10-12
- Recommended Prerequisite: Business Foundations, Computer Applications, Algebra I
- Credits: A two-credit course over two semesters
- Counts as a Directed Elective or Elective for the General, Core 40, Core 40 with Academic Honors and Core 40 with Technical Honors diplomas

ACCOUNTING II
4522   *(ACC II)*

Accounting II is an advanced-level business course that builds upon the Generally Accepted Accounting Principles (GAAP) and procedures learned in Accounting I. Emphasis is placed on managerial decisions made in corporate accounting, including in-depth analysis of financial statements. The importance of making ethical business decisions is emphasized. Instructional strategies must include the use of spreadsheets, word processing, and accounting software. Projects, simulations, case studies, and business experiences are used to apply accounting principles and produce appropriate financial reports.
- Recommended Grade Level: 11-12
- Recommended Prerequisites: Accounting I and Algebra II
- Credits: A two-credit course over two semesters

- Counts as a Directed Elective or Elective for the General, Core 40, Core 40 with Academic Honors and Core 40 with Technical Honors diplomas

ADVANCED BUSINESS, COLLEGE CREDIT
4564 *(ADV BUS CC)*

Advanced Business, College Credit, is a title covering (1) any college-level business course offered for credit by an accredited postsecondary institution through an approved agreement with a secondary school, or (2) any other postsecondary business course offered for dual credit under the provisions of 511 IAC 6-10. The intent of this course is to allow students to earn college credit for courses with content that goes beyond that currently approved for high school credit.
- Recommended Grade Level: 12
- Recommended Prerequisites: Four or more credits in a business career pathway
- Credits: 1 credit per semester. May be offered for successive semesters
- Counts as a Directed Elective or Elective for the General, Core 40, Core 40 with Academic Honors and Core 40 with Technical Honors diplomas
- This course may be used for multiple dual credit college courses in business.

BUSINESS AND MANAGEMENT HIGHER LEVEL, INTERNATIONAL BACCALAUREATE
4580 *(BUSM H IB)*

Business and Management Higher Level, International Baccalaureate explores how and why individuals form organizations, organizational problems and life cycles, and the role of individuals and groups within organizations. Students gain a broad understanding of the variety of organizations that exist, including profit and non-profit, and will examine and apply the principles of organizations and the techniques practiced in organizational decision making. Students also develop an understanding of the interdependency of organizations and the effect on problem solving.
- Recommended Grade Level: Grades 11-12
- Credits: 4 semester course, 1 credit per semester
- Counts as an Elective or Directed Elective for the General, Core 40, Core 40 with Academic Honors, Core 40 with Technical Honors and International Baccalaureate diplomas

BUSINESS AND MANAGEMENT STANDARD LEVEL, INTERNATIONAL BACCALAUREATE
4582 *(BUSM S IB)*

Business and Management Standard Level, International Baccalaureate examines the role of individuals and groups in forming organizations and their roles within organizations. Students gain a broad understanding of the variety of organizations that exist, including profit and non-profit, and the problems and life cycles of these organizations. This course develops an understanding of the interdependency of organizations, the effect of problem solving, and the application of organizational principles and techniques widely practiced in the process of decision making.
- Recommended Grade Level: Grades 11-12
- Credits: 2 semester course, 1 credit per semester
- Counts as an Elective or Directed Elective for the General, Core 40, Core 40 with Academic Honors, Core 40 with Technical Honors and International Baccalaureate diplomas

BUSINESS AND PERSONAL LAW
4560 **(BUS PERSLAW)**

Business and Personal Law is a business course that provides an overview of the legal system. Topics covered include: Basics of the Law, Contract Law, Employment Law, Personal Law, and Property Law. Both criminal and civil trial procedures are presented. Instructional strategies should include mock trials, case studies, professional mentoring, job shadowing, field trips, guest speakers, and Internet projects.
- Recommended Grade Level: 11-12
- Recommended Prerequisite: Business Foundations
- Credits: A one- or two-credit course over one or two semesters
- Counts as a Directed Elective or Elective for the General, Core 40, Core 40 with Academic Honors and Core 40 with Technical Honors diplomas

BUSINESS, COLLEGE PREP
4568 **(BUS CLG PRP)**

Business, College Prep is a senior-level business course for college-bound students. Students will learn the functions performed by business and the role of business in their personal and professional lives. Areas of study include business management, finance, business law, human resources, marketing, information management, business trends, entrepreneurship, and business career options. Instructional strategies should include simulations, projects, team activities, Internet research, and cooperative ventures between the school and local businesses.
- Recommended Grade Level: 12
- Recommended Prerequisite: Computer Applications
- Credits: A one- or two-credit course over one or two semesters
- Counts as a Directed Elective or Elective for the General, Core 40, Core 40 with Academic Honors and Core 40 with Technical Honors diplomas

BUSINESS FOUNDATIONS
4518 **(BUS FND)**

Business Foundations is an introductory business course that provides the framework for pursuing additional business courses. This core course acquaints students with economics, entrepreneurship, management, marketing, law, risk management, banking, personal finance, and careers in business. The importance and application of business etiquette and ethics are included. Opportunities may be provided for the student to participate in job shadowing, job mentoring, and other field experiences. Instructional strategies may include simulations, projects, and cooperative ventures between the school and the community.
- Recommended Grade Level: 9-10
- Recommended Prerequisite: None
- Credits: A one- or two-credit course over one or two semesters
- Counts as a Directed Elective or Elective for the General, Core 40, Core 40 with Academic Honors and Core 40 with Technical Honors diplomas

BUSINESS MANAGEMENT
4562 **(BUS MGMT)**

Business Management is an advanced-level business course that focuses on the opportunities and challenges of ethically managing a business in the free enterprise system. Students will attain an

understanding of management theories and processes that contribute to the achievement of organizational goals. The management of human and financial resources is emphasized.   Instructional strategies should include job shadowing, simulations, guest speakers, tours, Internet research, and business experiences.

- Recommended Grade Level: 11-12
- Recommended Prerequisites: Computer Applications, Business Foundations, and/or Accounting
- Credits: A one-credit course over one semester
- Counts as a Directed Elective or Elective for the General, Core 40, Core 40 with Academic Honors and Core 40 with Technical Honors diplomas

BUSINESS MATH
4512 *(BUS MATH)*

Business Math is a business course designed to prepare students for roles as entrepreneurs, producers, and business leaders by developing abilities and skills that are part of any business environment. A solid understanding of math including algebra, basic geometry, statistics and probability provides the necessary foundation for students interested in careers in business and skilled trade areas. The content includes mathematical operations related to accounting, banking and finance, marketing, and management. Instructional strategies should include simulations, guest speakers, tours, Internet research, and business experiences.

- Recommended Grade Level: 10-11
- Recommended Prerequisite: Algebra I
- Credits: A two-credit course over two semesters
- Fulfills a Mathematics requirement for the General Diploma only or counts as an Elective or Directed Elective for the Core 40, Core 40 with Academic Honors and Core 40 with Technical Honors diplomas

COMPUTER APPLICATIONS
4530 *(COMP APPS)*

Computer Applications is a business course that provides instruction in software concepts using a Windows-based professional suite, which includes word processing, spreadsheet, database, graphics, and presentation applications. Instruction in basic computer hardware and operating systems that support software applications is provided. Additional concepts and applications dealing with software integration, Internet use, and information about future technology trends are included. Instructional strategies should include teacher demonstrations, collaborative instruction, interdisciplinary and/or culminating projects, problem-solving and critical-thinking activities, simulations, and minibaskets/in-basket projects.

- Recommended Grade Level: 9
- Recommended Prerequisite: Business Middle Level
- Credits: A one-credit course over one semester
- Counts as a Directed Elective or Elective for the General, Core 40, Core 40 with Academic Honors and Core 40 with Technical Honors diplomas

COMPUTER APPLICATIONS, ADVANCED
4528 *(COMP APP ADV)*

Computer Applications, Advanced is a business course that integrates computer technology, decision-making, and problem-solving skills.   Areas of instruction include advanced applications and integration

of a professional software suite and the use of emerging technology. Students should be given the opportunity to seek business/industry certification, such as Microsoft Office Specialist (MOS) certification. Instructional strategies may include collaborative instruction, peer teaching, in-baskets, minibaskets, LAPs, school and community projects, and a school-based enterprise.

- Recommended Grade Level: 10-12
- Required Prerequisite: Computer Applications
- Credits: A one- or two-credit course over one or two semesters
- Counts as a Directed Elective or Elective for the General, Core 40, Core 40 with Academic Honors and Core 40 with Technical Honors diplomas

COMPUTER PROGRAMMING
4534   *(COMP PROG)*

Computer Programming is a business course that introduces students to computer programming using various languages. Throughout the course, information regarding programming-related careers and career/educational paths are provided. Logical thinking processes are required for problem analysis and solving. Instructional strategies should include project based activities, in-baskets, minibaskets, and LAPS, which expose students to workplace scenarios that require the development/programming of simple applications.

- Recommended Grade Level: 10-12
- Recommended Prerequisites: Computer Applications and Algebra I
- Credits: A one- or two-credit course over one or two semesters
- Counts as a Directed Elective or Elective for the General, Core 40, Core 40 with Academic Honors and Core 40 with Technical Honors diplomas

COMPUTER SCIENCE A, ADVANCED PLACEMENT
4570   *(COMP SCI AP)*

Computer Science A, Advanced Placement is a business mathematics course that provides students with the content established by the College Board. The course emphasizes object-oriented programming methodology with a concentration on problem solving and algorithm development, and also includes the study of data structures, design, and abstraction. The course provides students an alternative to taking pre-calculus or calculus to fulfill the four-year math requirement for graduation. A comprehensive description of this course can be found on the College Board AP Central Course Description web page at: http://apcentral.collegeboard.com/apc/public/repository/ap-computer-science-course-description.pdf.

- Recommended Grade Level: Grades 11 or 12
- Recommended Prerequisites: Digital Communication Tools, Computer Applications, Algebra I, and Algebra II
- Credits: A two-credit course, 1 credit per semester
- Highly recommended that teachers attend an in-depth workshop on Computer Science AP before teaching this course
- Fulfills math requirements for the General, Core 40 with Academic Honors and Core 40 with Technical Honors diplomas or counts as a Directed Elective or Elective for any diploma

COMPUTER SCIENCE HIGHER LEVEL, INTERNATIONAL BACCALAUREATE
4584   *(COMPSCI H IB)*

Computer Science Higher Level, International Baccalaureate guides students through problem solving strategies and definitions to the construction of algorithms to create solutions, thereby developing skills

of logic and analytical thinking. The common core includes: systems life cycle and software development, program construction in Java, computing system fundamentals, a case study, and a program dossier. Additional material may include computer mathematics and logic, abstract data structure and algorithms, further system fundamentals, file organization, and an extended case study.

- Recommended Grade Level: Grades 11-12
- Credits: 4 semester course, 1 credit per semester
- Fulfills math requirements for the General, Core 40 with Academic Honors and Core 40 with Technical Honors diplomas or counts as a Directed Elective or Elective for any diploma

COMPUTER SCIENCE STANDARD LEVEL, INTERNATIONAL BACCALAUREATE
4586   *(COMPSCI S IB)*

Computer Science Standard Level, International Baccalaureate guides students through problem solving strategies and definitions to the construction of algorithms to create solutions, thereby developing skills of logic and analytical thinking. The common core includes: systems life cycle and software development, program construction in Java, computing system fundamentals, a case study, and a program dossier.

- Recommended Grade Level: Grades 11-12
- Credits: 2 semester course, 1 credit per semester
- Fulfills math requirements for the General, Core 40 with Academic Honors and Core 40 with Technical Honors diplomas or counts as a Directed Elective or Elective for any diploma

DESKTOP PUBLISHING
4516   *(DTP PUB)*

Desktop Publishing is a business course designed to allow students to develop proficiency in using desktop publishing software to create a variety of printed publications. Students will incorporate journalistic principles in design and layout of print and Web publications including integration of text and graphics and use of sophisticated hardware and software to develop and create quality materials for business-related tasks. Students will analyze the information and the audience and combine appropriate text, graphics, and design to communicate the desired message effectively. Planning and design principles are used to analyze and organize information, set up a design structure, and select or create appropriate visuals. Instructional strategies may include computer/technology applications, teacher demonstrations, collaborative instruction, interdisciplinary and /or culminating projects, problem-solving and critical thinking activities, simulations and project-based learning activities.

- Recommended Grade Level: 10-12
- Required Prerequisites: Computer Applications
- Credits: A one- or two-credit course over one or two semesters
- Counts as a Directed Elective or Elective for the General, Core 40, Core 40 with Academic Honors and Core 40 with Technical Honors diplomas

DIGITAL COMMUNICATION TOOLS
4526   *(DIG COMM T)*

Digital Communication Tools is a business course that prepares students to use computerized devices and software programs to effectively handle communication-related school assignments and to develop communication competencies needed for personal and professional activities after graduation. Students will learn the capabilities and operation of high-tech hardware and software and will develop proficiency using a variety of computer input and output technologies, including touch keyboarding,

speech recognition and handwriting recognition. Knowledge of hardware, software, and input and output proficiencies will be applied to communication situations that require problem solving and critical thinking. The projects included in this course will enable students to enhance their math, reading, listening, writing, speaking, and information presentation skills.

- Recommended Grade Level: 7-9
- Recommended Prerequisite: None
- Credits: A one- or two-credit course over one or two semesters
- Counts as a Directed Elective or Elective for the General, Core 40, Core 40 with Academic Honors and Core 40 with Technical Honors diplomas

ENTREPRENEURSHIP
4566   *(ENTREPREN)*

Entrepreneurship is a specialized business course designed to enable students to acquire the knowledge and develop the skills needed to effectively organize, develop, create, and manage their own business. Topics addressed include the assessment of entrepreneurial skills, the importance of business ethics, and the role of entrepreneurs in a free enterprise system. Students will develop a written business plan for a business of their choice. Instructional strategies may include a school-based enterprise, computer/technology applications, real and/or simulated occupational experiences, and projects.

- Recommended Grade Level: 11-12
- Recommended Prerequisites: Marketing, Marketing Foundations or Business Foundations
- Credits: A one- or two-credit course over one or two semesters
- Counts as a Directed Elective or Elective for the General, Core 40, Core 40 with Academic Honors and Core 40 with Technical Honors diplomas

GLOBAL ECONOMICS
4558   *(GLOB ECON)*

Global Economics is a business course that provides students with an understanding of their role as consumers and producers in domestic and global economies. This course enables students to understand how the economic system operates while comprehending their role in that system. Students deal with public policy, international economics, microeconomics, and macroeconomics in comparing economic systems and using selected economic measures. Instructional strategies may include development of a school-based enterprise, case studies, field trips, guest speakers, job shadowing, simulations, Internet research, and business experiences.

- Recommended Grade Level: 12
- Recommended Prerequisite: None
- Credits: A one-credit course over one semester
- Counts as a Directed Elective or Elective for the General, Core 40, Core 40 with Academic Honors and Core 40 with Technical Honors diplomas
- May fulfill up to one graduation credit of the Economics requirement

INTERNATIONAL BUSINESS
4556   *(INTL BUS)*

International Business is a business course that emphasizes an awareness of the global economy and how business is conducted. Areas of study include the cultural, geographic, political, and legal ramifications affecting business markets and world trade; and the international aspects of finance,

management, marketing, communication, and technology. Instructional strategies include use of Internet access to communicate/research with international businesses and individual schools, job shadowing, field trips, guest speakers, simulations, tours, interviews, and business projects.

- Recommended Grade Level: 11-12
- Recommended Prerequisites: Business Foundations, Business Management and/or World Language (one year)
- Credits: A one- or two-credit course over one or two semesters
- Counts as a Directed Elective or Elective for the General, Core 40, Core 40 with Academic Honors and Core 40 with Technical Honors diplomas

MARKETING
4520   *(MARKETING)*

Marketing is a business course that provides a basic introduction to the scope and importance of marketing in the global economy. Emphasis is placed on oral and written communications, mathematical applications, problem solving, and critical thinking skills as they relate to advertising/promotion/selling, distribution, financing, marketing-information management, pricing, and product/service management. Instructional strategies may include a school-based enterprise, computer/technology applications, real and/or simulated occupational experiences, and projects.

- Recommended Grade Level: 10-12
- Recommended Prerequisite: Computer Applications
- Credits: A one- or two-credit course over one or two semesters
- Counts as a Directed Elective or Elective for the General, Core 40, Core 40 with Academic Honors and Core 40 with Technical Honors diplomas

PERSONAL FINANCIAL RESPONSIBILITY
4540   *(PRSFINRSP)*

Personal Financial Responsibility addresses the identification and management of personal financial resources to meet the financial needs and wants of individuals and families, considering a broad range of economic, social, cultural, technological, environmental, and maintenance factors. This course helps students build skills in financial responsibility and decision making; analyze personal standards, needs, wants, and goals; identify sources of income, saving and investing; understand banking, budgeting, record-keeping and managing risk, insurance and credit card debt. A project based approach and applications through authentic settings such as work based observations and service learning experiences are appropriate. Direct, concrete applications of mathematics proficiencies in projects are encouraged.

- Recommended Grade Level: Grade 9 - 12
- Recommended Prerequisites: None
- Credits: A one-credit course over one semester
- Counts as a Directed Elective or Elective for the General, Core 40, Core 40 with Academic Honors and Core 40 with Technical Honors diplomas
- Meets Indiana's Financial literacy requirement (IC 20-30-5-19)

TECHNICAL/BUSINESS COMMUNICATION
4508   *(TECH BUS COMM)*

Technical/Business Communication is a business course that provides students with the communication and problem-solving skills to function effectively in the workplace. Areas of study

include written/oral/visual communication, listening, informational reading, Internet research/analysis, and electronic communication. Concepts addressed will include adapting communication to the situation, purpose, and audience. Students produce documents related to employee handbooks, instructional manuals, employment communication, organizational communication, business reports, and social and professional situations using word processing, presentation, multimedia, and desktop publishing software. Instructional strategies should include team projects, class or small group discussions, case studies or scenarios, community-based projects, technology, and business experiences.

- Recommended Grade Level: 11-12
- Recommended Prerequisites: Computer Applications
- Credits: A one- or two-credit course over one or two semesters
- Counts as a Directed Elective or Elective for the General, Core 40, Core 40 with Academic Honors and Core 40 with Technical Honors diplomas
- May fulfill up to two graduation credits of the English/Language Arts requirement

WEB DESIGN

4574   *(WEB DESIGN)*

Web Design is a business course that provides instruction in the principles of web design using HTML/XHTML and current/emerging software programs. Areas of instruction include audience analysis, hierarchy layout and design techniques, software integration, and publishing. Instructional strategies should include peer teaching, collaborative instruction, project-based learning activities, and school and community projects.

- Recommended Grade Level: 10-12
- Recommended Prerequisites: Computer Applications
- Credits: A one-credit or two-credit course over one or two semesters
- Counts as a Directed Elective or Elective for the General, Core 40, Core 40 with Academic Honors and Core 40 with Technical Honors diplomas